

THE DAILY STORE NEWS OF LANSBURGH & BRO.



Telephone Main 6853
Mail Orders Promptly and Efficiently Filled.

Editorial

Storekeeping Is Made a Study Here

We are constantly endeavoring to improve ourselves where we believe we are perfect and to better conditions where we know we are lacking.

This May Interest You

Yesterday one of our lady shoppers, in making her usual rounds of the city's leading stores, found in one shop an exact duplicate of one of our smartest spring suits.

This other shop, however, showed the suit at a price just ten dollars higher than our price.

The suits were the same model, of the same fabrics, similarly tailored, silk lining the same and with the same number of button trimmings.

But still this is not an unusual circumstance—our shoppers are constantly reporting similar comparisons.

Our immense purchasing power at all times enables us to sell at lowest-in-the-city prices.

Recruiting for the navy is being vigorously pushed in the Virginia counties in the vicinity of Washington. For several days past a recruiting party from the U. S. S. Mayflower, at this city, have been visiting the small country towns, and it is stated, quite a number of young men have been enlisted and sent to training stations.

The recruiting sailors were in the town of Fairfax yesterday, but as it was not generally known through the country that they would be on hand they secured no signers to the naval parade. The postmasters of the country towns are acting as recruiting agents for the navy, and through their efforts it is expected a good class of young men will be secured. Next Friday at Fairfax a mass meeting to organize a Fairfax company for war service will be held and will be addressed by Col. R. E. Lee and others.

Call for Thirty Stenographers.

The naval reserve enrollment office in the old Naval Hospital at 9th street and Pennsylvania avenue southeast today sent out a call for thirty stenographers, both male and female, for duty at the Navy Department. This call is urgent, it is pointed out, and only those who can take dictation at the rate of at least 100 words a minute and transcribe the same rapidly will be accepted. They will be given the naval rating of yeoman, third class, the pay of which is \$2 a month and allowances, which bring the total monthly pay to \$7.50 a month. Examinations for these vacancies will be conducted at the office of the naval reserve tomorrow evening at 7:30 o'clock by J. A. Dawkins, clerk in charge of the office.

This office also is in need of a number of boys who can obtain their parents' consent to enroll in this service for duty as messengers. They will be assigned for duty at the naval reserve office, the Navy Department and the navy yard. They will be enrolled as "landmen for yeomen" and their pay and allowances will bring their monthly pay to \$5 a month.

The following were enrolled today in the naval reserve: Florence Matilda Cummins, 112 L street northwest; Lavania Watts, 2501 14th street northwest; Marie E. Barwick, 1747 P street northwest; Viola E. Row, 412 1st street southeast; Courtney Beveridge Wade, 614 S street northwest; Mary Arlette Fahy, 1730 H street northwest; Wallace Alexander Fuhrman, 724 East Capitol street; John Edward Fenwick, Lanham, Md.

Those in charge of the army recruiting tent at 7th street and Pennsylvania avenue northwest are making a special effort to get skilled men for the service. They have received notice that there are a number of vacancies in various branches of the Signal Corps and men who enlist now will be able to get rapid promotion when the army is increased. The men needed mostly in this branch are telegraph operators, radio operators, telephone men, photographers, clerks, electricians, men in the mechanical branch familiar with gas engines and others experienced in handling government property.

It was also pointed out at the army station today that men who enlist in the army now are sent within thirty-six hours after enlistment to the recruit depot at Fort Slocum, N. Y., where they undergo a period of intensive training and are then assigned to organizations. Enlistment at this time and the opportunity to get plenty of training, it is pointed out, will give men an opportunity to obtain one of the many prominent positions which will follow a sudden increase in the land forces.

Enlistments in the army today at the tent station were Frank Tichneck, George P. Schaefer, H. H. Richmond and Robert J. McCormick.

The District Naval Militia, which expects a call for mobilization at any moment, will have its regular Thursday night drill this evening at its armory at Water and G streets southwest. The officers hope to see a large number of men there for enlistment, and every arrangement has been made for handling recruits expeditiously.

The Security Savings and Commercial Bank has notified its employees that the positions of any who desire to enlist in the United States Army, and will, in cases where its employees so enlisting shall have persons dependent upon them for support, give such dependent necessary financial assistance.

Crane and Wightman Win.

BOSTON, April 5.—Joshua Crane of the Boston Tennis and Racquet Club, who is expected to reach the championship round against Jay Gould of Philadelphia in the national court tennis championship singles, won by a narrow margin yesterday from D. P. Rhodes, also of this city, in the second round of the tournament. Crane triumphed in straight sets, 6-4, 6-4, 6-5.

Preceding this match, George W. Wightman of the Boston Athletic Club defeated Dr. George Darby of the Boston Tennis and Racquet Club in straight sets, 6-4, 6-2, 8-6.

Lots of fathers who give their daughters away would like to get rid of their sons-in-law as easily.

Tomorrow and Saturday Are Children's Days at Lansburgh & Bro.'s

Get Your Suit or Dress for Easter---Here

Many new arrivals will go on sale tomorrow at prices which fairly spell "Economy."

Women's and Misses' Spring Suits and Dresses

—in the season's newest and most desirable styles and colors. Exclusive and distinctive models not shown elsewhere. See them tomorrow.

SPECIAL NOTE—All Suits Sold Tomorrow Will Be Delivered in Time for Easter Wear



Second Floor—Lansburgh & Bro.

Suits At \$15

Choice of poplins, serges, gabardines, velours and jersey cloths. The Coats are lined throughout; many with peau de cygne, others with Paisley linings. Included are braided, belted, flared and tailored styles, in such favored colors as apple green, gold, Copenhagen, mustard, honey, navy and black. There are all sizes from 16 to 51, but not in every style.

Dresses At \$11

Taffeta Silk, Crepe de Chine, Crepe Meteor and Georgette Crepe Combination Dresses, in exquisite colors and combinations. The styles include overskirt effects, accordion plaited and straight smocked lines, crossover bodices and tunic models. Some are tailored styles, others are beautifully trimmed. All sizes 16 to 44.

Suits At \$25

Strictly Tailored Suits, in blacks, blues and a few colors; belted, flared, Norfolk, braided and sports models, in all the new light shades, such as green, rose, magenta, rookie, sand, pale blue and the new French blues. Materials include serges, gabardines, tricotines, burella, poplins, taffetas, etc. All sizes 16 to 54½.

Hundreds of New Distinctive Styles in

Easter Hats for Women At \$5---\$7.50---\$10

By a special arrangement with two of New York's foremost milliners we are receiving daily a number of beautifully Trimmed Hats that are copies and adaptations of the finest model hats. These makers send us only one of a kind, insuring you of an exclusive model. Every wanted shape, style and color is included in our vast assortment and you can rest assured of getting the very hat you've had in mind and at the price you expect to pay.

The Children's Hats Are in All Shapes and Colors

At 95c, \$1.95, \$2.95, \$3.95, \$4.95

All the very newest shapes and novelty effects, also sports styles. Trimmings consist of flowers, ribbons, etc.

Women's Sport Hats, \$1.95, \$2.95, \$3.95, \$4.95

An unlimited assortment of styles, shapes and colors with band trimmings and novelty effects of all kinds. Any color or combination you want is here—see them tomorrow.

Hats for Matured Women Mourning Hats a Specialty

Second Floor—Lansburgh & Bro.

Fitting the Feet With Easter Footwear

—is an easy matter in our new Shoe Shop. AAA, AA, A and widths down to E are carried in this great stock of fine Footwear for women, misses, children and boys.

The very newest novelties, exclusive styles and staple shoes in all the new desirable materials and colors are here, and priced most moderately, when you consider the high standard of quality and fine workmanship.

Women's High Boots... \$3.95 to \$14.00 pr.
Pumps and Oxfords... \$2.95 to \$8.00 pr.
Boys' Shoes... \$2.00 to \$4.50 pr.
Girls' Shoes and Slippers... \$1.95 to \$8.00 pr.

As these are busy days in our Shoe Department we urge early morning buying and as an incentive we offer the following extraordinary values:

Women's White Cloth French Heel Pumps Sizes 2½ to 7 Widths A to D \$2.95

Boys' "Old Hickory" Lace Shoes Sizes 10 to 13½ \$2.75 Values..... \$2.00 Sizes 1 to 5½..... \$2.95 \$3.50 Values.....

Children's Gun Metal and Patent Leather Button Shoes—\$2.50 to \$3.50 values, \$1.95 to \$2.45 Pair

Women's White Cloth Low Heel Pumps Sizes 2½ to 7 Widths A to D \$2.85

Second Floor—Lansburgh & Bro.

Men---Your Easter Haberdashery!

Come here prepared to see the finest exposition of togethery you could wish for. In assortments, values and correctness, we claim title to leadership.

Shirts for Every Purse

Neglige Shirts of percale, with soft or laundered cuffs; great pattern selection from 14 to 17... 69c

Neglige Shirts of poplins, madras, doucetines, 100-count percales and a score of other good shirtings; soft and laundered cuffs; sizes 13½ to 17... 79c

Soft Cuff Shirts of superior quality, make and finish, in a grand selection of patterns and materials; very special at... 95c

High-Grade Shirts of woven madras, cords, silk striped madras and silk and linen mixtures; soft cuff models; clay patterns... \$1.75, \$2.00 and \$2.50

Neglige Shirts in the better grade domestic and imported woven and printed madras and other high-grade shirtings; soft cuffs; exceptional at... \$1.25

Silk and Linen and Tub Silk Shirts, in a score of desirable high color patterns; qualities you'll recognize as... \$3.95

An enormous stock of Tub and Crepe Silk Shirts, in rich, heavy qualities and exclusive high-grade patterns, \$5.00, \$6.00 and \$7.95.

Main Floor—Lansburgh & Bro.



Every Week Brings New Models in FERN WAISTS

The Very Best Values Ever Offered At \$1.00 Each

Through a special arrangement with the manufacturers of Fern Waists, we receive every week a shipment of entirely new models. These are the very latest in style and follow Fashion's smartest dictates. They are made of excellent quality material and beautifully trimmed with lace and embroideries. Some are embroidered and finished with the new large collars. Each one comes in a sealed package, insuring it to be fresh, clean and sanitary.

You can never go wrong—if you buy Fern Waists. All sizes for women and misses.

Second Floor—Lansburgh & Bro.

THE STORE OF GREATER SERVICE

LANSBURGH & BRO.

Store Hours: 8:45 A. M. to 5:30 P. M.

—and we have assembled most wonderful apparel values which the kiddies will be proud to wear on Easter day.



Only Two Days Left to Get the Children Ready for Easter

These specially priced items should solve the problem of where to buy.

Children's Dresses at \$2.95 to \$10.95

Children's Dresses, made of fine lawns and prettily trimmed with dainty laces and ribbons. Sizes 6 to 14 years. Prices, \$2.95 to \$10.95.

Children's Dresses, made of fine quality taffeta silk in Copenhagen, rose, navy and reseda. They have smocking and Chinese stitching. Sizes 10 to 16 years. Prices, \$10.00 to \$19.50.

Children's Dresses, made of fine quality gingham in handsome plaids and solid colors. Trimmings in white. Sizes 6 to 14 years. Prices, \$1.48 to \$5.95.

Children's Challie Dresses, in dainty flowered effects. Sizes 8 to 14 years. Special, at \$4.95.

Children's Rompers, in Ivanta models; gingham, chambrays and white madras; in creeper, bloomer and beach models. Sizes 2 to 6 years. Special, at 95c.

Children's Bloomers, in pink or blue chambray or white satine. Sizes 4 to 12 years. Special, at 59c.

Children's Dresses, in white madras with pleated skirts; long and short waists. Some with pockets. Sizes 2 to 6 years. Special, at 95c.

Children's White Dresses for Easter wear, made of fine lawns; all prettily trimmed with laces and dainty embroidery edges. Sizes 2 to 6 years. Prices, \$1.95 to \$4.95.

Third Floor—Lansburgh & Bro.

Dainty, New Neckwear Adds the Finishing Touch

—to your Easter apparel. Each day brings many delightfully new styles and colorings in Beautiful Neckwear. You will surely find the neckwear to please your particular taste in our vast assortment.

Neckwear at \$1 At this price we are showing an unusually attractive assortment of lovely neckwear. For instance, the smart Crepe de Chine Collars, white only, with flet trimming, neatly trimmed with flet lace; the plain colored Georgette Crepe Collars also are very attractive even though they are rather simple in design, the trimmings consisting of hems and tucks; the Sports Collars are very effective, many colored and printed effects are attracting attention. Also other exceedingly effective styles at \$1.

Ostrich Boas at \$3.98 So full and fluffy, they are certainly worth double the price we ask. Choose from such shades as Copenhagen, purple, gray, green, lavender, taupe, maize, black and white.

Ask to see the New Collar and Cuff Sets we are selling at 50c. Main Floor—Lansburgh & Bro.

Maline Ruffs At \$1.00 and \$1.50

The stylish Neckpiece for warm weather. This year at Palm Beach they were unusually popular and, no doubt, you know our summer styles are handed to us from the style leaders at this winter resort. A splendid assortment in colors, as well as plain black and white and black and white combined.

Just in Time for Easter Wear

200 Boys' Spring Suits With One Pair Pants, at . . . \$2.98

Mothers will agree with us that these are really extraordinary values and are the best suits at this price ever offered. They are made of fine cassimere fabrics in plain colors and fancy mixtures in light, medium and dark colors. Choice of Balkan, Norfolk and pinch back models in sizes 6 to 17 years.

Boys' Two Pants Easter Suits At \$4.98, \$5.98, \$6.98 and \$7.98

All the very latest models, including pinch back and Norfolk styles, Balkan in single-breasted effects with yokes. Fancy belted and belted back models. All are beautifully tailored, finished with neat patch pockets. Pants are in the new athletic cut, which tapers in at the waist and full around the knee.

Boys' Hats All the newest shapes and styles. At 50c to \$2.50 Third Floor—Lansburgh & Bro.

Furnishings Ties, Shirts, Blouses, Belts, Suspenders, etc. At Special Prices

Third Floor—Lansburgh & Bro.

A Great Two-Day Sale of Toilet Goods

Present Prices a Revelation in Value Giving

Considerable time and attention has been given to assembling the articles in this special sale. The following items merit much attention. They overshadow all past offerings. All are standard makes and best qualities. Owing to the extreme lowness of the prices we cannot fill mail, phone or C. O. D. orders.

Tooth Powders & Tooth Pastes 25c Kolyons Tooth Paste, 16c. 25c Sanitol Tooth Paste and Powder, 14c. 50c Pebecco Tooth Paste, 30c. 25c Albodon Tooth Paste, 15c. 25c Lyon's Tooth Powder, 14c.

Face Powders Djer-Kiss Face Powder, 45c. Lablache Face Powder, 33c. Java Rice Powder, 29c. Jardin de Rose Powder, 35c. Babcock's Cut Rose Face Powder, 19c. Mme. Du Four's Face Powder, 17c. Elmo Sisters' Face Powder, 50c. Perin's Rose Face Powder, 50c.

Soaps 7 cakes Ivory Soap for 25c. 15c Pears' Unscented Soap, 10c. 10c Lana Oil and Butter Milk Soap, 3 for 20c. 1 cake Cuticura, 17c. 10c Physicians' and Surgeons' Soap, 5c. 10c Castile Soap, 3 for 20c. 5c Pumice Soap, 2 for 15c.

Talcums Djer-Kiss Talcum Powder, 25c. 15c Mennen's Talcum Powder, 12c. 15c Babcock's Corylopsis Powder, 12c. 25c 4711 Rhine Violet Talcum, 19c. 25c Woodworth's Arbutus Powder, 19c. 10c Welch's Talcum, 6c.

Deodorants 25c Amolin, 21c. 25c Deo, 18c. 25c Mum, 18c.

Extracts, Sachets and Toilet Waters 25c Simplex Preparations, 21c. 25c Rosaline, 18c. 10c Emory Balls, 7c. Orangewood Sticks, 3 for 5c. Buffers with ebony backs, 21c.

Manicure Goods 12c Bottle Peroxide, 9c. 15c bottle Witch Hazel, 12c. 10c Balls, per box, 21c. Wash Cloths, per dozen, 60c. 10c Danderine, 25c. 6 rolls Crepe Paper for 25c. Bath Sponges, 10c, 39c and 50c. Large Household Chamois, 69c and 98c. Tar Paper, 5c sheets, 6 for 25c. Tar Bags, 59c, 79c and 89c. Wool Puffs, 9c. Pullman Aprons, 39c.

Main Floor—Lansburgh & Bro.